

Claim Amendments

1. (currently amended) A security label for use on an item to verify the authenticity of said item, wherein said security label comprises:

- (a) at least one base layer; and
- (b) at least one security element disposed proximate to at least one layer of said security label, wherein said at least one security element comprises a substrate having verification indicia formed on at least one surface thereof for verifying provides verification of the authenticity of said item, wherein said verification indicia are selected from the group of visually detectable verification indicia, machine-detectable verification indicia, machine-readable verification indicia, machine-detectable and machine-readable verification indicia, and combinations thereof, and wherein said visually detectable verification indicia are visible from at least one side of said security label.

2. (currently amended) A security label for use on an item to verify the authenticity of said item, wherein said security label comprises:

- (a) at least one base layer;
- (b) at least one adhesive layer disposed on at least a portion of at least one said base layer, for adhering said base layer and said security label to said item; and
- (c) at least one security element disposed proximate to at least one layer of said security label, wherein said at least one security element comprises a substrate having verification indicia formed on at least one surface thereof for verifying provides verification of the authenticity of said item, wherein said verification indicia are selected from the group of visually detectable verification indicia, machine-detectable verification indicia, machine-readable verification indicia, machine-detectable and machine-readable verification indicia, and combinations thereof, and wherein said visually detectable verification indicia are visible from at least one side of said security label.

3. (original) The security label of claims 1 or 2, wherein one said base layer is an outermost layer of said security label, and wherein at least one said security element is laminated to an outer surface of said outermost base layer.

4. (original) The security label of claims 1 or 2, wherein at least one said security element is at least partially embedded in at least one said base layer.

5. (original) The security label of claim 2, wherein at least one security element is laminated between one said base layer and one said adhesive layer.

6. (original) The security label of claim 2, wherein one said adhesive layer is an innermost layer of said security label, and wherein at least one said security element is laminated to an outer surface of said innermost adhesive layer.

7. (original) The security label of claim 2, wherein at least one said adhesive layer includes a pressure sensitive adhesive.

8. (original) The security label of claim 2, wherein one said adhesive layer is an innermost layer of said security label, wherein said security label further comprises a release layer covering and protecting said innermost adhesive layer, and wherein said release layer is removed prior to adhering said security label to said item.

9. (original) The security label of claims 1 or 2, wherein at least one said security element is a visually detectable security element.

10. (cancelled) The security label of claim 9, wherein said security element comprises a substrate having verification indicia formed on at least one surface thereof, wherein said verification indicia are visible from at least one side of said security label.

10. (original) The security label of claims 1 or 2, wherein said security element is a machine-detectable security element.

11. (original) The security label of claims 1 or 2, wherein said security element is a machine-detectable and machine-readable security element.

12. (original) The security label of claim 12, wherein said security element is an encoded security element comprising a substrate having verification indicia comprising encoded and non-encoded regions contained thereon.

13. (original) The security label of claims 1 or 2, wherein said security label is a primary label, and wherein said item is a consumer product.

14. 15. (original) The security label of claims 1 or 2, wherein one said base layer is an outermost layer of said security label, and wherein an outer surface of said outermost base layer contains indicia representing information about said item.

15. (currently amended) A verifiable consumer product comprising a security label affixed to a surface thereof, wherein said security label comprises:

(a) at least one base layer;

(b) at least one adhesive layer disposed on at least a portion of at least one base layer, wherein an innermost adhesive layer affixes said security label to a surface of said consumer product; and

(c) at least one security element disposed proximate to at least one layer of said security label, wherein said at least one security element comprises a substrate having verification indicia formed on at least one surface thereof for verifying provides verification of the authenticity of said item, wherein said verification indicia are selected from the group of visually detectable verification indicia, machine-detectable verification indicia, machine-readable verification indicia, machine-detectable and machine-readable verification indicia, and combinations thereof, and wherein said visually detectable verification indicia are visible from at least one side of said security label.

17. (Cancelled) A method of making a security label for use with an item to verify the authenticity of said item, wherein said method comprises the acts of: providing at least one base layer; and providing at least one security element proximate to at least one layer of said security label.

18. (Cancelled) A method of making a security label for use on an item to verify the authenticity of said item, wherein said method comprises the acts of: providing at least one base layer; providing at least one adhesive layer on at least a portion of at least one said base layer; and providing at least one security element proximate to at least one layer of said security label.

19. (Cancelled) The method of claims 17 or 18, wherein one said base layer is an outermost layer of said security label, and wherein said act of providing at least one security element proximate to at least one layer of said security label includes

laminating at least one said security element to an outer surface of said outermost base layer.

20. *(Cancelled)* The method of claims 17 or 18, wherein said act of providing at least one security element proximate to at least one layer of said security label includes at least partially embedding at least one said security element in at least one base layer.

21. *(Cancelled)* The method of claim 18, wherein said act of providing at least one security element proximate to at least one layer of said security label includes laminating at least one security element between one said base layer and one said adhesive layer.

22. *(Cancelled)* The method of claim 18, wherein one said adhesive layer is an innermost layer of said security label, and wherein said act of providing at least one said security element proximate to at least one layer of said security label includes laminating at least one said security element to an outer surface of said innermost adhesive layer.

23. *(Cancelled)* The method of claim 18, wherein one said adhesive layer is an innermost layer of said security label, and wherein said method further comprises providing a release layer over said innermost adhesive layer.

24. *(Cancelled)* The method of claims 17 or 18, wherein said act of providing at least one security element proximate to at least one layer of said security label includes forming verification indicia on at least one surface of at least one said security element.

25. *(Cancelled)* A method of authenticating an item, wherein said method comprises: providing an item; providing a security label comprising:(a) at least one base layer; (b) at least one adhesive layer disposed on at least a portion of at least one said base layer, for adhering said base layer and said security label to said item; and (c) at least one security element disposed proximate to at least one layer of said security label; and applying said security label to said item, wherein said security element provides verification of the authenticity of said item.